

I. Introduction

The design guidelines contained in this document are set forth to assist property owners, developers and county staff in working together to incrementally improve development in the Bay Point area while retaining the small scale character of the neighborhoods. They have been developed from an examination of the existing conditions within the area, and from recognized sound site planning and design practices within Contra Costa County.

A. APPLICABILITY

The guidelines apply to all development within the Redevelopment Project Area that requires planning approvals or building permits. The Bay Point Redevelopment Project Area boundaries are shown in Figure 1.

The guidelines also apply to the Pittsburg/Bay Point BART Station Specific Plan Area which is shown in

Figure 1. Applicants within the specific plan area should also refer to the specific plan document for important information on land use and other development regulations.

Design guidelines from the specific plan document have been integrated into these design guidelines. However, in the event of questions or any perceived conflict between

these guidelines and those of the specific plan, applicants should contact the Contra Costa Redevelopment Agency at (925) 335-1275 for clarification.

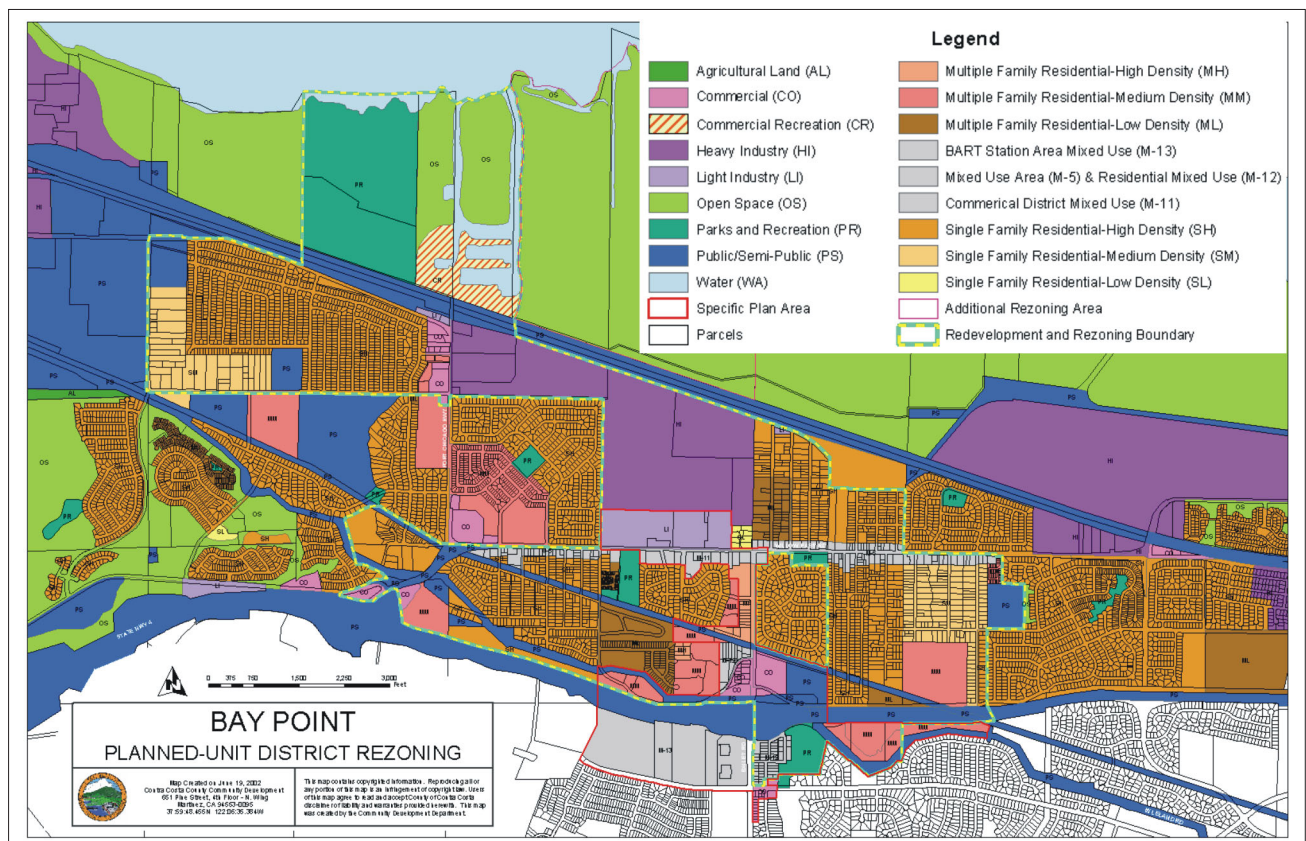


Figure 1: Project Area Boundaries

INTRODUCTION

B. PURPOSE

These guidelines are intended to accomplish the following:

- provide helpful information for property owners who wish to renovate or expand their existing buildings.
- provide guidance for property owners and developers in planning new commercial, industrial, residential and mixed use projects.
- promote economic vitality through development which is attractive and encourages additional new businesses and renovation in the area.
- protect property owner investments by discouraging inappropriate adjacent development.
- streamline the development review and approval process by more clearly communicating community expectations to property owners and developers.
- maintain a building scale that is consistent with the existing neighborhood.
- provide visual continuity along street frontages.
- encourage commercial development to be constructed in patterns which are more pedestrian friendly.
- encourage corporate and franchise design to adapt to the special character of the neighborhood and specific sites.
- minimize visual and noise impacts of commercial and industrial uses on adjacent residential areas.

C. ORGANIZATION

Section I: Introduction - discusses the applicability of the design guidelines, summarizes their purpose and identifies other plans and documents that applicants should consult for a full understanding of the plans and regulations governing development in the Bay Point Redevelopment Project Area.

Section II: Design Principles - sets forth the basic principles governing all development in the Bay Point Redevelopment Project Area. They represent an expression of overall intent, and should be used in determining planning and design suitability in the absence of guidelines which might address specific conditions.

Section III: Universal Guidelines - contains guidelines that apply to all commercial, marina, industrial, and multifamily residential projects.

Sections IV: Commercial - sets forth guidelines for new construction, additions to existing commercial buildings and improvements to existing buildings. This section includes special guidelines for commercial uses along Willow Pass Road.

Sections V: Industrial - establishes planning and design guidelines for industrial properties with special requirements for industrial uses fronting on Willow Pass Road.

Sections VI: Marina - contains guidelines specific to the unique conditions along Bay Point's river front.

Section VII: Residential - sets forth guidelines for both single family and multifamily new development, expansion and rehabilitation. Special requirements for the Residential

Mixed Use Area, established in the Pittsburg/Bay Point BART Station Specific Plan at the corner of Bailey Road and West Leland Road, are included in this section.

Section VIII: Signage - is devoted to guidelines for all private signs.

Section IX: Public Sector Improvements - provides general guidance for public sector landscaping and signage improvements.

D. OTHER DOCUMENTS

Development within the Bay Point Redevelopment Project Area is subject to the provisions contained in the following county documents:

- *Contra Costa County General Plan 200x*
- *Contra Costa County Zoning Ordinance*
- *Pittsburg/Bay Point BART Station Area Specific Plan*
- *Bay Point Planned District Zoning Program*

Projects within the specific plan area shown in Figure 1 are subject to the regulations and guidelines of the

- *Pittsburg/Bay Point BART Station Area Specific Plan*

II. Design Principles

Bay Point has developed and maintained special qualities over the many years of its development. The design principles that are set forth in this section and the design guidelines that follow are intended to allow development improvements in the area while respecting these special qualities and the area's small scale character.

A. THE NEIGHBORHOODS

Bay Point is composed of a number of residential neighborhoods developed over a period of decades, by the Willow Pass Road commercial corridor, by concentrated areas of commercial uses near Highway 4 on Bailey Road and on Port Chicago Highway, and by industrial and marina development north of Willow Pass road and on the Suisun Bay shoreline.

Over the years, newer residential subdivisions have been constructed, multifamily housing has been integrated into the single family residential neighborhoods, and some land uses have changed along the commercial corridors.

Today, the area contains a rich mix of commercial, residential, marina and industrial uses housed in structures that range from recent high quality construction to badly deteriorated or vacant older buildings.

Residential areas vary from traditional prewar block patterns to post war curved streets with cul-de-sacs. However, through all of its years of development and remodeling, Bay Point has largely maintained its original small scale parcel layout and architecture - a feature that is appreciated by the area's residents.

Examples of the existing Bay Point building fabric are shown in the photographs on this and the following page.



Marina entry



Recent commercial remodeling



Willow Pass Road commercial structure

DESIGN PRINCIPLES



Willow Pass Road industrial frontage



Recently remodeled house



Typical small scale house



Existing one and two story homes



New one and two story homes



Recent subdivision

B. BASIC DESIGN PRINCIPLES

These design principles should be respected in all commercial, industrial, marina, and multifamily residential projects. And since design guidelines cannot anticipate every condition that might occur, they will be used in addressing conditions not specifically covered in the more detailed sections that follow.

1. ORIENT BUILDINGS AND BUILDING ENTRIES TO THE STREET

Maintain Bay Point's neighborhood feel by facing buildings to front property lines, and by emphasizing building entries with convenient pedestrian walkways from the street and architectural focal points. This is intended to enhance the feeling of neighborhood while making pedestrian access from adjacent sidewalks clear and convenient.

2. MINIMIZE CONFLICTS BETWEEN PEDESTRIANS AND VEHICLES

Locate driveways and other vehicular access points, wherever possible, away from areas of substantial pedestrian movement. Minimize the width of curb cuts and driveways. And, for commercial projects, work with adjacent property owners to share access curb cuts and driveways.

3. MINIMIZE THE VISUAL IMPACTS OF PARKING

Wherever possible, parking areas should be set back from street frontages and screened with structures and/or landscaping.

4. MAINTAIN THE SMALL SCALE OF THE NEIGHBORHOODS

Small buildings are encouraged to fit comfortably into the existing neighborhood scale. When larger structures are necessary, they should be broken up into smaller components to present the appearance of several smaller structures that are compatible with adjacent parcel and building patterns.

5. DESIGN BUILDINGS TO RESPECT

THEIR SITE AND SURROUNDINGS

Every project should be respectful of adjacent neighborhoods. New development should avoid privacy, noise, light and visual conflicts with adjacent uses to the maximum degree possible. And, for commercial development, prototype plans and designs should be modified to recognize the unique characteristics of the site and surroundings.

6. MAINTAIN COMPATIBILITY WITH ADJACENT BUILDINGS

Buildings should be sympathetic to the design of their neighbors, including but not limited to, height, scale, character, building form, window treatments, materials, and colors. Elements, styles and shapes need not necessarily be the same on adjacent buildings, but improvements should avoid unnecessary visual conflicts.

7. TREAT WILLOW PASS ROAD AS A NEIGHBORHOOD SHOPPING STREET

Emphasize pedestrian orientation to the street by locating buildings close to the front property line, emphasizing friendly building entries, providing display windows, avoiding blank walls, providing awnings and canopies for shelter from the sun and rain, and by relating new or remodeled development to that of the architecture of structures on either side.

8. AVOID REDUNDANCY OF COMMERCIAL ADVERTISING AND SIGNAGE

CIAL ADVERTISING AND SIGNAGE

The minimum amount of signage to convey a message should be used to avoid visual clutter which reduces the effectiveness of all street front signage.

9. USE HIGH QUALITY MATERIALS and CRAFTSMANSHIP

Quality materials require less maintenance to remain attractive over time, and they convey a sense of pride in one's home or business. Improvements, such as the fabrication of signs, are best done by those with substantial experience in the craft to avoid a poor visual appearance and future maintenance problems.

10. AVOID BUILDINGS WITH A FORTRESS-LIKE APPEARANCE

Security bars, gates and other devices are discouraged. However, if they are strongly desired by applicants, their negative visual impacts should be mitigated by concealing them as much as possible and by treating them as an integral part of the design, rather than added-on utilitarian elements.

DESIGN PRINCIPLES

Illustrations on this page are examples of projects which have incorporated many of the basic design principles set forth on page 5.



Multifamily residential entries oriented to street



Landscaping used to minimize visual impact of parking



Single family infill housing



Large building designed with small scale elements



Office building at residential scale



Interesting and Restrained Signage

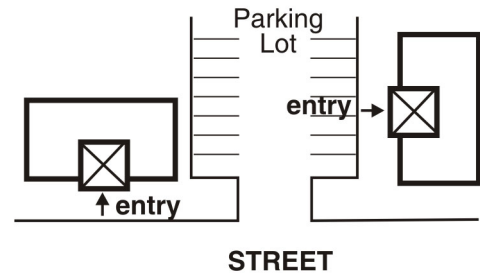
III. Universal Guidelines

The guidelines in this section apply to all commercial, marina and industrial development in the Bay Point Redevelopment Project Area. They are in addition to and complementary of the detailed guidelines contained in Sections IV, V and VII.

A. BUILDING PLACEMENT AND ORIENTATION

1. Orient entrances and primary building elevations to public street frontages.

- Projects should contribute to the overall image of a street and present a well-designed and welcoming front facade.
- Provide building entries that are easily identified from fronting streets.
- Include windows in front facades.



Do This

Not This

2. Separate buildings from parking lots and other paved areas.

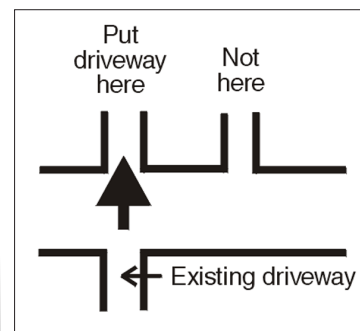
- Provide a minimum of 5 feet of landscaping at the edge of all buildings.
- Use lattices with flowering vines to soften building edges where site layout does not allow 15 feet of landscaping.



Provide landscaping between parking and buildings

3. Design site access points to relate to neighborhood context and on-site uses.

- Align parking and service entries across from those on the opposite side of the street, whenever possible.
- Provide shared driveways serving adjacent properties, whenever possible.
- Relate primary public access drives to major building elements such as building entries and major landscape focal points.

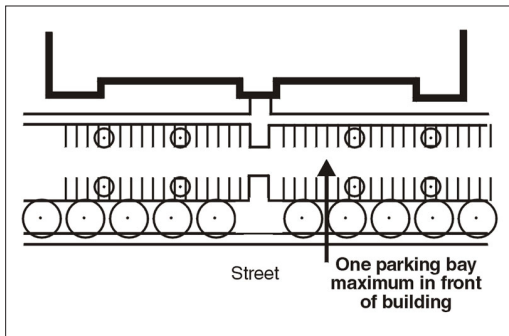


Align driveways when possible

UNIVERSAL GUIDELINES



Use landscaping wherever paving is not absolutely needed



Limit parking in front of buildings

B. PARKING

1. Minimize parking lot and service area coverage.

- a. Provide landscaping wherever paving is not absolutely essential.
- b. Use landscaped swales, planting beds and lawn areas, wherever possible, to contain storm water runoff on the site.
- c. In service areas with infrequent traffic, consider the use of turf block or other means to limit the amount of hard paving.

2. Locate parking behind or at the side of buildings rather than in the front, whenever possible.

- a. Unless no other solution is feasible, parking lots should not be placed between buildings and their street frontages.
- b. For parking located at the side of buildings, provide a landscaped setback from the street frontage an amount equal to the required front setback for the parcel or 15 feet, whichever is greater.
- c. Whenever parking between buildings and street frontages is unavoidable, try to limit the extent of parking to two parking rows and one drive aisle.
- d. Avoid parking lots located on street corners.

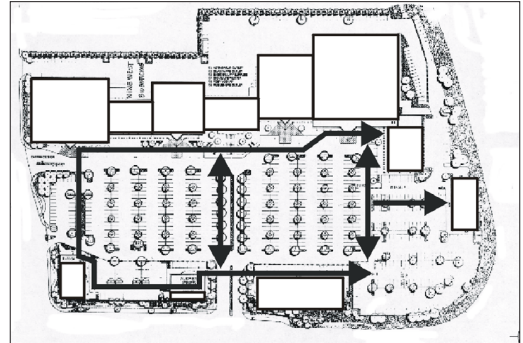
3. Provide secured parking for motorcycles and bicycles.

- a. Locate parking near building entries.
- b. Large employers shall provide covered, secure bicycle parking

C. PEDESTRIAN LINKAGES

1. Provide convenient and attractive pedestrian linkages to all building entries.

- a. Provide clearly defined pedestrian sidewalks from streets and parking areas to building entries.
- b. Provide paved pedestrian walkways through parking areas to sidewalks leading to building entries. Avoid forcing pedestrians to rely on parking lot drive aisles to get from their car to building entries.



Provide pedestrian connections to all uses on a parcel

2. Provide pedestrian linkages to adjacent building parcels.

- a. Where pedestrians may want to move to adjacent properties, such as in a retail or service commercial area, provide convenient pedestrian pathways between parcels separate from the fronting public sidewalks where possible consistent with pedestrian safety.



Provide safe pedestrian walkways through parking lots

D. VEHICULAR ENTRIES AND CIRCULATION

1. Consolidate vehicular entries.

- a. Limit the number of site entries and curb cuts to the minimum necessary for functional and safety considerations.
- b. Curb cut widths should be as narrow as feasible, consistent with vehicular movement and safety.

2. Provide clarity of internal vehicular circulation.

- a. Separate automobile and service vehicle circulation routes, whenever possible.
- b. Provide clear and direct vehicular circulation to the primary building entry.
- c. Avoid conditions where parked vehicles may back out into primary circulation routes such as the primary route to the building entry.

UNIVERSAL GUIDELINES



Trash enclosure with wall cap related to building design



Screen utility elements with landscaping or wall screens related to the project architecture

E. SERVICE AREAS AND UTILITIES

1. Minimize the visual prominence of service, storage and loading areas.

- a. Place buildings on the site to screen service, loading and storage areas.
- b. Internal building storage should be provided whenever possible.
- c. Service, loading, storage and trash areas, as well as transformers and cooling towers, should be placed at the rear and sides of buildings away from public streets. If no other location is possible, set the area or element as far back from the front parcel setback line as feasible, and screen with walls and landscaping.
- d. The design and materials of screen walls should be consistent with the architecture of the buildings. If building walls have projecting cornices, for example, screen walls should be constructed in a similar manner.

2. Provide buffers between service areas and adjacent uses.

- a. Use appropriately scaled landscaping and walls to block views and noise transmission. Where upper floor residential or office windows overlook service areas, provide tall, evergreen trees and shrubs to screen the areas from sight.
- b. Use materials, finishes and colors that present an attractive appearance, and that relate to the architecture of the buildings.

3. Visually screen utility elements.

- a. Locate utility elements, such as transformers and back flow valves, as far away from the street frontages as possible.
- b. Provide walls and landscaping around transformers, back flow valves and similar utility elements when they are visible from public streets and sidewalks.

F. BUILDING DESIGN

1. Avoid large rectangular boxes

- a. Larger structures should be visually broken up into smaller components through changes in massing for and texture.
- b. Avoid long blank walls seen from public views.
- c. Provide interesting building forms and silhouettes through the use of varied building heights, changes in building planes, and architectural elements such as towers.
- d. Add interest to facades with projecting moulding, trim and decorative inserts.



Avoid rectangular boxes like this



In favor of interesting structures like this

2. Emphasize building entries.

- a. Building entries should be architecturally well defined and obvious as the entry at a glance.
- b. Use towers and other distinctive architectural elements to add emphasis to building entries.

ARCHITECTURAL STYLE

- These guidelines are not intended to establish or dictate a specific style beyond the desire to maintain the Bay Point unique scale and character.
- Although many building styles are represented, the community has a predominance of older structures with sizes, forms and shapes common to the 1940s and 1950s.
- Applicants are asked to look at the existing neighborhoods and commercial areas for inspiration to fit their projects comfortably into the existing framework without overwhelming the existing scale and character of Bay Point. Designs merely repeated from other cities or without thought to the special qualities of Bay Point are strongly discouraged.

FRANCHISE ARCHITECTURE

- The county and community will work with applicants to adapt critical functional features of prototype plans to their Bay Point sites, but will not accept standard plans, building forms, elevations, materials, or colors that do not relate to the site, adjacent development, or Bay Point's community character.
- Applicants are encouraged to meet early in the process with the County's Community Development Department staff to discuss their plans and building prototypes.

UNIVERSAL GUIDELINES



3. Prepare an integrated design for all structures.

- a. Treat all sides of a building. While building backs and sides that do not front on public streets may contain less architectural detail, building materials and detail elements such as projecting cornices and architectural molding should be continued to any any facade that is visible from a public way or adjacent parcels.
- b. Relate the scale and architectural design of all buildings within a development by repeating building modules, architectural forms, materials and details.
- c. Provide a transition in building scale between larger and smaller buildings with stepped building heights, landscape screening or other means .
- d. Design secondary or pad buildings to have a strong architectural relationship with the remainder of the project by utilizing similar building forms, massing, details and colors. Fast food restaurants in a shopping complex, for example, should utilize building forms and details related to the shopping center buildings rather than to corporate or franchise designs.



Mansard roofs like this are not allowed

4. Integrate roof forms into the architecture of the building.

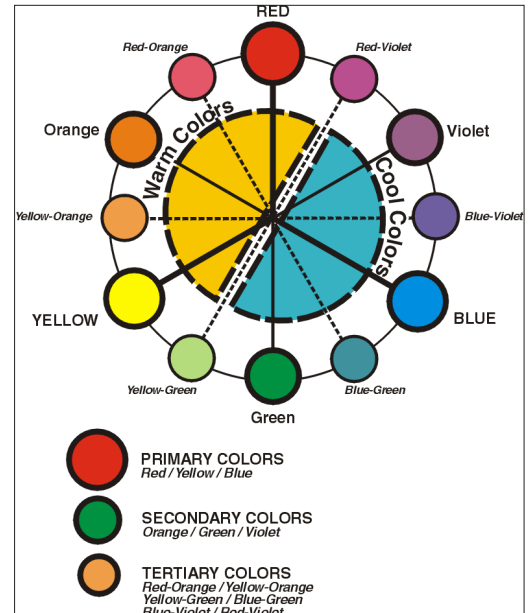
- a. Mansard roofs added to box-like buildings are not permitted.
- b. Screen all roof top equipment from view.
- c. Organize and screen roof-mounted equipment with materials and colors that are similar to those on the main part of the structure.

5. Utilize appropriate materials and colors.

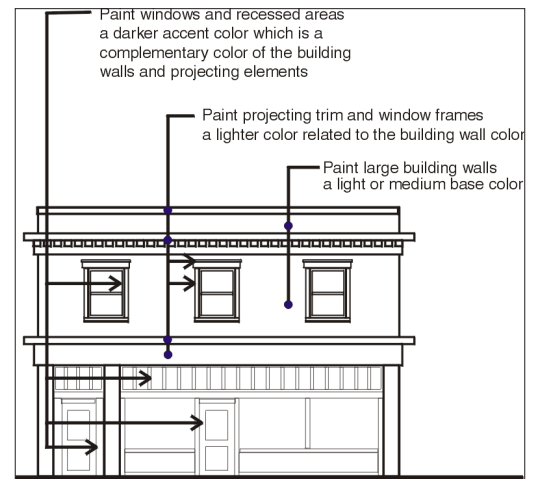
- a. Use materials and colors similar to those in the immediate area.
- b. Use high quality materials.
- c. Select colors that are harmonious and compatible with adjacent buildings.

See information to the right for general background information on color.

- (1) Select color shades which are more subdued than full strength colors. These shades are usually created by adding the complementary color, white or black to the desired color hue.
- (2) Avoid bright, garish or fluorescent colors.
- (3) Avoid predominately cool colors, such as blues, if neighboring buildings use mostly warm colors, and visa versa.
- d. Use a combination of two or three colors rather than a single color
 - (1) Use light and medium colors for large building walls.
 - (2) Generally select colors that are adjacent to each other on the color wheel (e.g., blue-green, blue, and blue-violet) for overall building color and for large trim elements.
 - (3) Use darker colors for recessed elements such as windows and doors.
 - (4) Use lighter colors for projecting elements such as window trim, cornices, and other architectural projections.
 - (5) Avoid combinations of warm and color colors (e.g., warm yellow and cool green) except where one is used only as a small accent.
 - (6) Avoid combinations of strongly contrasting colors, except for accents or to distinguish sign letters and graphics from their backgrounds.



Use a color wheel and/or consult a color specialist in selecting building colors



Select colors to complement building forms and details

G. SITE DEVELOPMENT

1. Emphasize primary automobile entries to the site.

- a. Use special paving (e.g., interlocking concrete paving blocks) at primary automobile entries.
- b. Locate project identity signage at primary automobile entries.
- c. Provide special landscaping with flowering plants.

2. Avoid parking areas that are continuations of the paving of adjacent public streets and sidewalks.

- a. A clear delineation between parking lots and the adjacent sidewalks and street paving should be provided utilizing a combination of landscaping, earth berms, low walls and other features that add softness and interest to the street frontages.



Avoid parking that is a continuation of adjacent street paving

3. Minimize the visual impact of parked automobiles.

- a. Shield automobiles from view, whenever possible.
- b. Provide landscaped berms or a combination of low walls and landscaping to screen parking from view of passing motorists and pedestrians.
- c. Utilize a combination of low walls and landscaping if berms are not possible.
- d. Divide large parking areas into smaller lots with substantial areas of landscaping.
- e. Provide trees to provide shade over at least 40% of the surface area within five years.



Use landscaped berms or low walls whenever possible to screen parking lots

3. Provide well designed landscaping.

- a. Landscaping should be design to relate to the landscaping on adjacent parcels and within the general neighborhood. For example, if front lawns are common along the street frontage, this landscape type should be used.
- b. Existing trees should be saved whenever possible.
- c. All tree plantings should meet the following standards:
 - (1) Minimum 15 gallon size or 6 feet tall with a trunk thickness of 1 inch at 5 feet above grade
 - (2) Minimum of 40% of all trees in 24 inch box size or larger. Place at site or building entrance or at other highly visible locations
- d. All shrub plantings should meet the following standards:
 - (1) Minimum 5 gallon size with a maximum 24 inch spacing
- e. All ground cover plantings should meet the following standards:
 - (1) Use flats or 4 inch pots with a maximum spacing of 12 inches. A spacing of 24 inches on center may be used for 1 gallon can size.
- f. An automatic irrigation system is required for all landscaped areas.
- g. Landscaped areas should be protected from damage by using curbs, low walls, grade change elevations or other suitable means.
- h. Seed all undeveloped parcel areas with native perennial grasses/flowers.
- i. Select plant materials which are compatible with company maintenance budgets.
- j. Antennae for the transmission or reception of telephone, television, microwave, or other radio signals should be located and/or screened so that they are shielded from view.



Match general front yard landscaping of adjacent parcels



The initial installation of large boxed trees is strongly encouraged

UNIVERSAL GUIDELINES



Use attractive light fixtures

4. Provide a comprehensive site and exterior lighting plan.

- a. Shield all light sources to avoid glare and confine the lighting to the site.
- b. Select fixtures that are decorative or unobtrusive in locations where they may be seen from public streets or adjacent uses.
- c. Utilize low mounting heights for fixtures, whenever possible. Light standards should not be taller than the building. Provide attractive, low profile poles and lights in parking lots rather than a few very tall poles. In areas adjacent to residential areas, limit mounting and pole heights to a maximum of 15 feet.
- d. Provide site lighting to complement the overall appearance of the development.
- e. Use lighting to emphasize building entries and landscape features.
- f. Provide security lighting which is adequate for surveillance, but avoid over-lighting.

5. Screen and landscape major street and railroad corridor edges.

- a. Property edges along major streets and the rail corridor should be screened with solid walls constructed of split face concrete block or poured-in-place concrete using textured form liners.
- b. Screen walls should include projecting wall caps.
- c. Screen walls should be visually softened with landscaping.

IV. Commercial Guidelines

The guidelines in this section apply to all commercial development within the Bay Point Redevelopment Project Area. They are in addition to the Universal Guidelines contained in Section III.

A. SITE PLANNING

1. Locate buildings near the front property line.

- a. Buildings fronting on Willow Pass Road should be setback no more than 10 feet from the Willow Pass Road property line.
- b. Commercial structures on Bailey Road and Port Chicago Highway should have a minimum of 25% of their street frontages occupied by buildings set back no further than 10 feet from the front property line.
- c. Drive through windows are strongly discouraged. However, if they are provided, they should not face onto public street frontages or adjacent residential areas.



Locate commercial buildings close to street frontage and orient entries to the street

2. Provide retail and service commercial uses along ground floor frontages on Willow Pass Road.

- a. Avoid boring facade gaps along Willow Pass Road frontages.
- b. Orient entries for building uses to Willow Pass Road.



Provide retail and service commercial continuity along Willow Pass Road

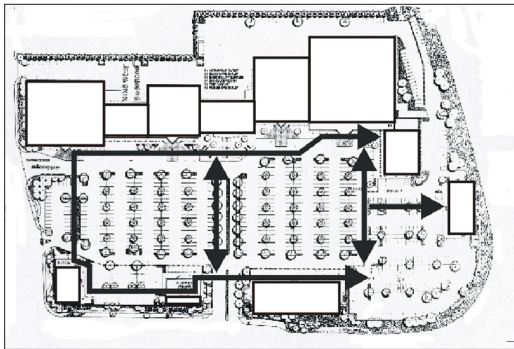
3. Provide street visibility for all businesses.

- a. Avoid building arrangements where business entries cannot be clearly seen from adjacent street frontages.

COMMERCIAL GUIDELINES



Use interesting storefronts like this open fronted restaurant



4. Locate parking for shared use.

- a. Connect parking lots on adjacent parcels, whenever possible.
- b. In multibuilding complexes, provide convenient pedestrian circulation from any parking area to all site uses.

5. Provide uses and elements to enliven street frontages.

- a. Provide display windows and/or windows with views to building interiors along street frontages.
- b. Use awnings along street frontages to add color and visual depth.
- c. Add outdoor tables along street frontages for restaurants, cafes and delicatessens, whenever possible.
- d. Provide colorful outdoor displays where appropriate to the use (e.g., produce market).

6. Provide convenient pedestrian connections between uses.

- a. Provide delineated walkways and crosswalks to allow pedestrians to reach all building entries without having to walk through parking lot aisles.
- b. Provide pedestrian access between adjacent commercial parcels, whenever possible.

B. BUILDING DESIGN**1. Avoid blank walls facing public streets.**

- a. Limit blank wall length to 20 ft. maximum.
- b. Where blank walls are unavoidable, use trellises and lattice work with flowering vines to add interest.
- c. In-turning uses such as drug stores or supermarkets should provide compensating facade design elements and/or pedestrian and transit amenities.



Trellis and flowering vines used to improve the appearance of a blank wall

2. Provide arcades, awnings and canopies along street and parking lot frontages.

- a. Consider using canopies and building forms that are historically related to the Bay Point area. One typical example is shown below.
- b. Relate the height of awnings and canopies to those of adjacent buildings, but maintain a minimum vertical clearance of 8 feet.

**3. Relate facades to the scale of the neighborhood.**

- a. Larger structures should be designed to provide smaller segments on street frontages.

COMMERCIAL GUIDELINES



Use transparent storefronts along ground floor facades



Make second floors visually attractive and lively

4. Design street frontages to be open and inviting.

- a. A minimum of 60% of ground floor facades facing streets should be non-reflective transparent glazing.
- b. Provide display windows.
- c. Entries to upper floor uses should be given special treatment (e.g., separate awning or entry roof, special lights, unique doors, etc.)
- d. Design upper floor facades that are attractive and lively.
- e. Ground floor office uses should use window shapes, sizes and treatments that are similar to retail and service uses.
- f. The interior lighting of storefront display windows is strongly encouraged.
- g. Accent lighting of commercial building exteriors is encouraged (e.g., pin lights accenting facade forms and details or soft accent lighting).
- h. Flower boxes are encouraged.

5. Use interesting building forms and materials.

- a. Utilize shaped parapets, projecting cornices, and other architectural elements to provide an interesting termination to the top of building walls.
- b. Entry and accent towers are encouraged.
- c. Include decorative design elements such as tile wall inserts and/or tile areas below display windows.

C. SITE DEVELOPMENT

1. Provide a mix of soft and hard landscaping.

- a. Use landscaping and solid walls to provide visual and noise buffers between commercial uses and adjacent residential parcels.
- b. Use special paving textures such as modular paving blocks, brick or exposed aggregate concrete in front setbacks.

2. Design vehicular access points for safety.

- a. Use special paving textures and colors where vehicular entries cross sidewalks and other pedestrian areas.

D. COMMERCIAL REHABILITATION

Existing commercial structures within Bay Point should be substantially improved over time to support economic and neighborhood revitalization efforts. The following are some modest steps that should be considered when commercial additions and other property improvements are proposed.

1. Improve on-site parking lots.

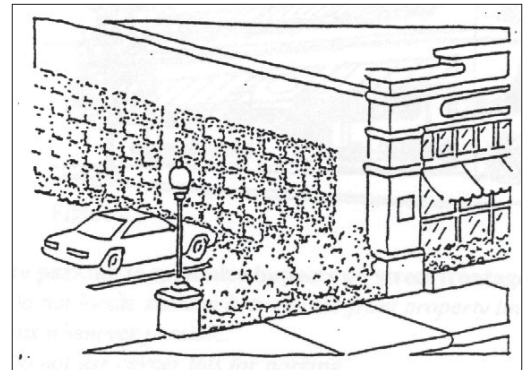
- a. Relocate parking spaces from the area between the building and the front property line, if possible.
- b. Provide landscaping and low walls to separate parking lots from public sidewalks.
- c. Remove any unnecessary paving and replace with landscaping.
- d. Add trees and other landscaping to existing parking lots.

2. Improve the appearance of all existing portions of buildings.

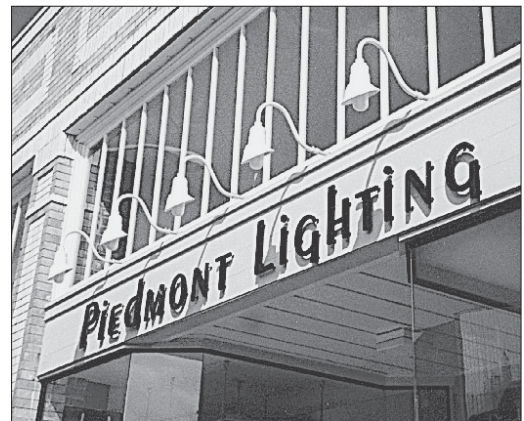
- a. Improve existing buildings to be visually compatible with new additions.
- b. Install landscaped lattices, awnings or canopies on facades exposed to public view.
- c. Open up previously covered window openings.
- d. Open up blank building walls with windows, whenever possible. Where blank walls must remain, add landscaped lattices and/or architectural detail.
- e. Clean up and enhance surfaces and finishes of existing exposed walls.
- f. Upgrade existing windows and doors.
- g. Add interesting visual details such as shaped parapets, architectural moldings, and glazed tile accents.
- h. Remove any unnecessary and deteriorated signs. Replace and upgrade signage in conformance with the guidelines contained in Section VIII.
- i. Provide quality exterior lighting using attractive well-designed fixtures. Avoid lights with a strong utilitarian or security appearance. Consider pin lights to highlight facade forms and interesting details.
- j. Remove utilitarian-looking security devices (e.g., grilles and bars), and replace with less visually obtrusive and more decorative features.



Edge fence added to screen cars in parking lot



Improve the appearance of blank walls exposed to public view



Improve signage and facade lighting

COMMERCIAL GUIDELINES

3. Improve the appearance of the site development.

- a. Add landscaping to the parcel. Special attention should be given to areas between parking lots and buildings, and along property lines - especially those shared with residential uses.
- b. Screen trash areas and other outdoor storage and work areas.
- c. Repair or replace existing site walls and fences to match the architecture of the buildings.

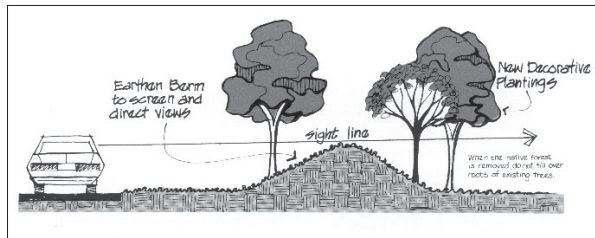
V. Industrial Guidelines

The guidelines in this section apply to all industrial/business park development within the Bay Point Redevelopment Project Area. They are in addition to the Universal Guidelines contained in Section III.

A. SITE PLANNING

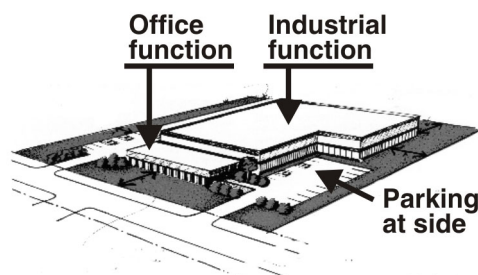
1. Screen parking lots from view.

- Parking lots should not be placed between buildings and front property lines.
- If parking between the building and front property lines is unavoidable, it should be limited to a maximum of two parking rows and one drive aisle.
- Screen parking lots adjacent to public streets with earth berms, shrubs and trees. Berms should be a minimum of 24 inches high, and constructed at a maximum slope of 3:1



2. Emphasize portions of buildings housing office or other human activity functions.

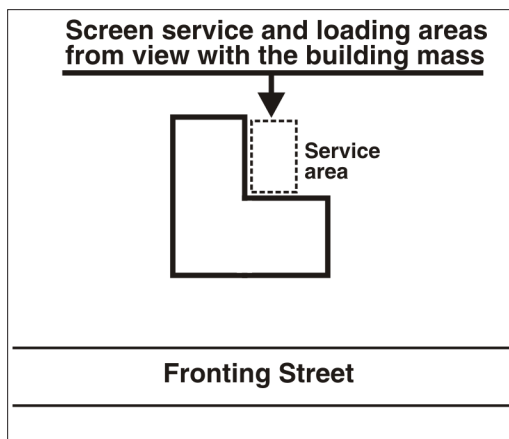
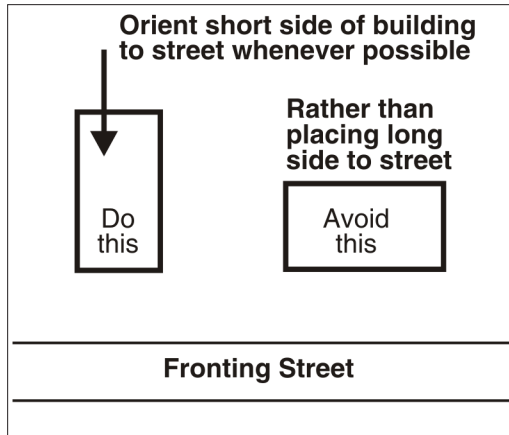
- Portions of utilitarian building complexes that have windows and other interesting facade features should be emphasized on street facades to enliven those frontages.
- Provide architectural continuity between office and public areas and the more utilitarian parts of industrial buildings using materials, colors, pilasters, architectural details and other common elements.



SPECIAL REQUIREMENTS FOR WILLOW PASS ROAD INDUSTRIAL FRONTAGES

- Parking lots should not be located between buildings and the Willow Pass Road property line.
- Uses with windows and activities should be placed along the Willow Pass Road frontage.
- Building sizes (e.g., footprints and heights) and architectural detailing should be compatible with the scale of other commercial and residential uses along Willow Pass Road.
- Building materials should be compatible with the adjacent residential and commercial structures.
- Landscaping should be provided in setback which is compatible with other landscaping along the Willow Pass Road street frontage.
- Avoid bulky building forms that may be viewed from Willow Pass Road.
- Lawn landscaping between buildings and Willow Pass Road is encouraged for industrial uses.

INDUSTRIAL GUIDELINES



3. Site warehouse buildings with their shorter dimension facing adjacent public streets, whenever possible.

- Long facades with a limited number of windows facing public streets should be avoided, whenever possible.
- In cases where alternative orientations are not possible, facade plane changes, added decorative features and the extensive use of landscaping should be utilized to minimize the impact of less interesting facades.

4. Organize site circulation to avoid conflicts.

- Separate vehicular and pedestrian paths on the site.
- All truck maneuvering and stacking space for vehicles waiting to unload must be accommodated on-site. Adjacent streets should not be used for this purpose.

5. Arrange buildings with sensitivity to the street frontage appearance.

- Orient public entrances and primary elevations toward public street frontages.
- Place buildings on the site to screen service, loading and storage areas. Internal building storage should be provided, whenever possible.
- Place service and storage areas, as well as transformers and cooling towers, at the rear and sides of buildings away from public streets. If no other location is possible, set the area back at least 75 feet from the front parcel setback line, and screen with a wall with a minimum height of 8 feet plus additional landscaping.

6. Arrange buildings and utility areas with sensitivity to adjacent residential uses.

- Avoid placing buildings that are higher than adjacent homes closer than 50 feet to common property lines.
- Avoid locating noise generating uses near adjacent residential properties.

B. BUILDING DESIGN**1. Provide an integrated design for all building elements.**

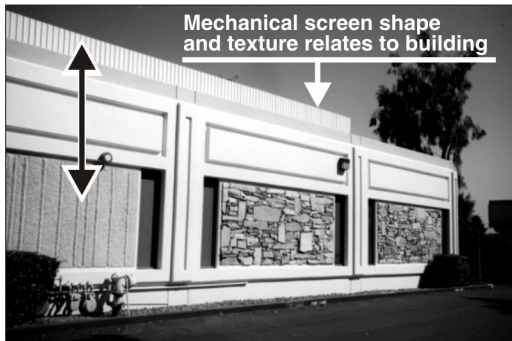
- a. Provide design treatment on all faces of the buildings. Some means of doing this are as follows:
 - (1) Similar materials
 - (2) Variation in the location of wall planes
 - (3) Window treatments
 - (4) Horizontal reveals
 - (5) Vertical ribbing or fluting texture
 - (6) Columns and pilasters
- b. Break up large expanses of smooth material (e.g., concrete) with reveals, pilasters, or changes in texture, color or wall plane.
- c. Set back less architecturally interesting portions of buildings and screen them from public view with landscaping.
- d. Develop a comprehensive architectural concept for multi-building projects which unifies the design through related building designs and similar materials and colors.
- e. Integrate service doors into the total design. Recess them as far as possible from the face of the wall.



INDUSTRIAL GUIDELINES



Use simple building forms



2. Design buildings with simple forms and articulated facades.

- a. Provide variations in massing, form and texture on large buildings.
- b. Buildings should be designed with at least one major focal point as well as minor focal points.
- c. Building entries should be emphasized and well defined with projections, towers, recesses and/or special materials.
- d. Avoid unbroken facades in excess of 100 feet in length facing public streets. Provide changes in wall setbacks to break up long facades.
- e. Provide diversity in building profiles such as towers and variations in parapet heights to avoid boxlike structures.

3. Design roofs as an integral part of the building architecture.

- a. Roofs may be flat if their surface is not visible from public streets or nearby buildings.
- b. Avoid mansard roof forms. If they are used, extend the form back a minimum of 20 feet from the exterior wall face, and carry the roof form around all sides of the structure which are visible from public streets.
- c. Roof-mounted equipment should be fully screened by parapets, roof screens or equipment wells.
- d. Roof equipment and skylights should be clustered whenever possible to minimize the size and number of equipment screens.

4. Utilize high quality materials and appropriate colors.

- a. Use durable materials such as masonry, stone, high quality metal panels such as Alucobond.
- b. Tilt-up concrete walls should be treated to provide relief to their smooth surfaces through the use of texture, pilasters and/or applied decorative elements.
- c. Avoid bright, contrasting colors except in trim and accent areas.

C. SITE DEVELOPMENT

1. Provide substantial site landscaping.

- a. Landscaping should consist primarily of live plant materials. Rock and gravel may be incorporated into the landscape to enhance the appearance, but should not be used as a substitute for trees, shrubs and ground cover.
- b. Landscaping should be designed to accomplish the following:
 - (1) Unify the appearance of the site
 - (2) Relate the site appearance to adjacent parcels
 - (3) Emphasize site and building entries
 - (4) Break up long wall surfaces
 - (5) Relate outdoor spaces to indoor areas
 - (6) Separate uses with substantially different visual appearances
 - (7) Screen service, storage and loading areas
- c. Landscape all setback areas adjacent to public streets. Design these areas as an extension of the existing or planned public right-of-way landscaping. Provide a minimum of 1 tree for each 2,000 square feet of landscaped area in the setbacks.
- d. Provide buffer landscaping at shared property lines.
- e. Utilize drought tolerant landscaping and group planting by water usage requirements. Comply with the water conservation landscaping requirements of Chapter 82-26 of the Contra County County Code.
- f. Provide landscaping around and near the entire building whenever possible.
- g. Avoid blocking visual sight lines at vehicular entries. Design landscaping at entries to complement monument signage.
- h. Incorporate benches, art and other amenities into the landscaping whenever possible.
- i. Fences are generally not desired except when needed to provide screening of specific areas and provide buffering for adjacent residential areas.

SELF-STORAGE DEVELOPMENTS

Self-storage projects are often quite large, built out to or very near property lines, utilitarian in character, and designed to turn their backside to adjacent public streets. The following guidelines should be observed to better integrate these projects into the Bay Point community.

SS-1 Emphasize the office and manager's quarters, if provided, as visual focal points with forms and materials similar to other nearby development.

SS-2 Emphasize the main vehicular entry with a well-designed freestanding sign, landscaping, flowers and other features (e.g., poles with American and California flags).

SS-3 Keep building and wall heights consistent with adjacent development when self-storage projects abut or are across the street from residential development.

SS-4 Articulate exterior walls along public street edges with texture and with horizontal and vertical variations to avoid long, monotonous walls. This may include wall off-sets, significant wall pilasters, periodic towers or structural elements, form liners for concrete walls, applied textural elements such as stone, and trellis elements.

SS-5 Use materials and textures that are compatible with surrounding development. For example, near residential areas with horizontal wood siding, use a material that is similar in scale and texture (e.g., horizontal vinyl siding which looks like ship lap siding).

SS-6 Provide substantial landscaping at all public edges of the development and with edges that abut residential development. In addition to trees and shrubs, consider the use of lattices with flowering vines attached to the walls.

INDUSTRIAL GUIDELINES

2. Screen loading, storage, service and other utility areas from public view and adjacent residential units.

- a. All fences should be made of durable and weather resistant materials. The use of materials similar to the project buildings is encouraged. Chain link fencing is strongly discouraged unless combined with dense climbing vines.
- b. Construct screen walls to a minimum height of 6 feet.
- c. Provide landscaping to soften the appearance of all screen walls.
- d. For long screen walls, add pilasters or posts to divide the wall visually into smaller segments.

VI. Marina Guidelines

The guidelines in this section apply to development at the marina within the Bay Point Redevelopment Project Area. They are in addition to the Universal Guidelines contained in Section III.

A. SITE PLANNING

1. Delineate vehicular circulation areas.

- a. Use trees, landscape areas, bollards, or other elements to define access roads and driveways.
- b. Use landscaping, nautical antiques, signage, or other accent features to clearly define intersections of roadways and driveways.
- c. Provide clear and easy road access to all uses.
- d. Provide adequate maneuvering space and separation from other vehicular circulation for boat launch ramps.
- e. Provide a hierarchy of internal roadways (e.g., wide entry and major access drives along with narrower secondary driveways).
- d. Provide special parking spaces for cars with boat trailers and for recreational vehicles.



Bollards are one way to define vehicular circulation areas

2. Group uses to create focal points.

- a. Locate the Harbor Master's office in a prominent location.
- b. Locate functions easy joint use (e.g., cafes near marine chandleries and boat sales, chandleries near boat repair yards).
- c. Avoid materials storage areas adjacent to the waters edge.

MARINA GUIDELINES



Provide public access along the water's edge



Provide public oriented activities along public edges whenever possible



Waterfront walkway with step seating

3. Provide public access along waterfront areas.

- a. Clearly delineate a continuous pedestrian way parallel to the river.
- b. Locate access pathways along the water's edge to the maximum degree possible.
- c. Treat pathways with materials appropriate to the waterfront location (e.g., wood boardwalks, crushed granite).
- d. Provide comfortable benches and other seating such as steps down to the water's edge at points along public access walkways.
- e. Provide pedestrian scale lighting along walkways. Light standards should be design or selected to enhance the waterfront character.
- f. Provide pedestrian overlooks, wherever possible.
- g. Provide public dock space for short term tie up near restaurants, chandleries and other uses that might experience visitors.

B. BUILDING DESIGN**1. Use simple waterfront building forms and details.**

- a. Pitched or curved bow string truss roof forms are strongly encouraged.
- b. Avoid ornate building forms and details.
- c. Use simple building details
- d. Design restaurants and other commercial buildings to be compatible in form, materials, and detailing with the marina buildings.

**2. Use a building theme for building complexes.**

- a. Use similar roof shapes and pitches for all structures in a complex.
- b. Use a limited palette of materials. Wood and metal are preferred.
- c. Develop a unified family of signs for any complex of buildings.

**3. Use traditional marina materials.**

- a. Metal and wood siding along with metal roofing is encouraged.
- b. The use of stucco is discouraged.

**3. Use a limited range of building colors.**

- a. Stained wood, white and gray base colors are encouraged.
- b. Green and blue trim colors are encouraged.

MARINA GUIDELINES



Boardwalk edge with simple landscaping



Use landscaping as visual screens at parking lot edges



Include nautical artifacts in the site landscaping

C. SITE DEVELOPMENT

1. Use landscaping appropriate to a waterfront location.

- a. Wood plank walkways and decks are encouraged.
- b. Minimize the use of concrete curbs in favor of wood or heavy metal bollards or rails to define edges of parking areas and walkways.
- c. Stone rip rap and ice plant or shrubs should be used on sloped grades.
- d. Provide lawn covered picnic areas, if possible.

2. Preserve and restore marshes and wetlands, whenever possible.

3. Landscape parking lots.

- a. Screen parking lots with landscaped earth berms and/or edge landscaping, if possible.
- b. Provide a minimum of one tree for every 6 parking spaces.

4. Include design details with a nautical theme in the landscape.

- a. Nautical features such as flag yardarms, nautical antiques, wooded boat hulls, cleats and blocks, and other artifacts normally found in marina locations are strongly encouraged as enhancements to site landscaping.
- b. Flags on tall poles are encouraged.

5. Enhance the design of security fencing.

- a. Avoid the use of concertina barbed wire. Limit the use of barbed wire to three strands at the top of any fence or wall.
- b. Use wood pilings or other solid posts to break up long expanses of fencing.
- c. Use tubular metal fencing rather than chain link fencing at public edges such as entry drives.

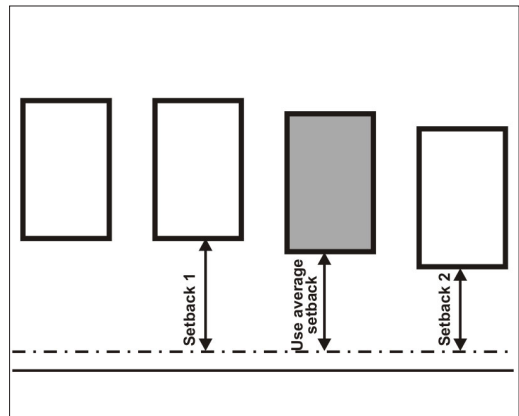
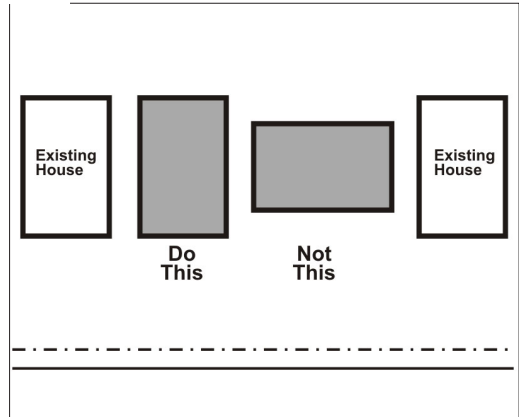
VII. Residential Guidelines

The guidelines in this section apply to all residential development within the Bay Point Redevelopment Project Area. Special guidelines are included for multifamily residential development, for the Residential Mixed Use district established in the Pittsburgh/Bay Point BART Station Area Specific Plan, and for additions to and the rehabilitation of existing residential properties. They are in addition to the Universal Guidelines contained in Section III.

A. SITE PLANNING

1. Maintain the neighborhood building patterns and forms.

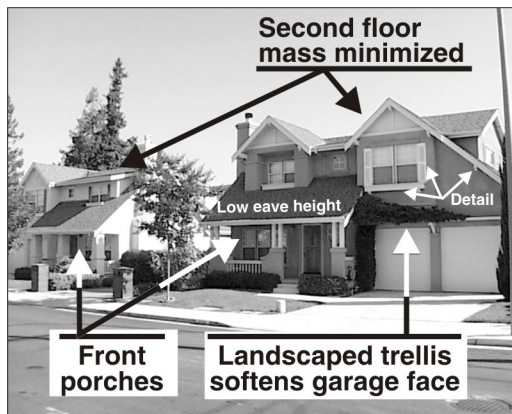
- Match the existing front, side, and rear yard setbacks along the block face. If setbacks are variable, match the average setback.
- Match existing modules of building elements facing public streets. For larger residential projects, break the building up into smaller components to relate to the existing neighborhood.
- Respect the garage patterns in the neighborhood. If garages are set back behind the face of the home or detached from the main structure, repeat that pattern.
- Limit curb cuts and driveways to widths and spacing common along adjacent street frontages. Whenever possible, provide a minimum of 20 feet between driveways to allow curbside parking.
- Match the first floor line of adjacent homes.
- Provide a planting strip along the street edge if others exist in the neighborhood,



2. Locate buildings and paving to preserve mature trees.

- Protect the root systems of significant trees by avoiding buildings and paved areas close to the trees.
- Use gravel, turf block or other permeable paving materials for paths and driveways near mature trees.

RESIDENTIAL GUIDELINES



Example of larger new homes designed to fit in small scale neighborhood



Example of bad infill with little relationship to adjacent scale and roof lines

B. BUILDING DESIGN

1. Use building designs similar to and respectful of those in the immediate neighborhood.

- a. Use pitched roofs with slopes and overhangs to match those of adjacent residences.
- b. Use roof forms and orientations similar to those in the neighborhood.
- c. Locate taller building forms to minimize obstruction of sunlight to adjacent yards, patios and windows.
- d. Limit the use of two story building elements adjacent to one story homes. Step second floors back, whenever possible in these cases.
- e. Use simple building and roof forms.
- f. Match gable end orientation, pitch and scale of nearby homes.
- g. Match eave lines of nearby homes, whenever possible.
- h. Use windows of a similar proportion (e.g., vertical) and operation (e.g., double hung) to those of other nearby homes.
- i. Use building materials, including roofing, that are used on other homes within the block on which the home is located.



Example of sensitive infill

- j. Use floor to floor heights similar to those in the neighborhood to avoid wall heights that are substantially larger than those of adjacent homes.
- k. Keep second floor heights as low as possible. If larger internal volumes are desired, internal two story volumes and exposed internal sloped ceilings should be considered first.
- l. Use base building colors that are similar to others on the block.

2. Emphasize residential entries.

- a. Porches or extended roof overhangs are encouraged at entries.
- b. Entries should respect the scale and pattern of other home entries in the neighborhood. Avoid tall entries that substantially exceed those in the neighborhood. In general, match door heights and entry eave heights to those that predominate in the homes of the neighborhood.
- b. Entries should be related to fronting streets and clearly delineated pedestrian ways.
- c. Provide a sidewalk from public sidewalks to residential entries. Avoid using driveways as the only pedestrian access from front sidewalks to entries.



Second floor setback reduces visual bulk and allows matching of adjacent roof eave lines



DO THIS

Emphaize home entries and minimize garage doors



NOT THIS

Garage dominates the street frontage

RESIDENTIAL GUIDELINES



DO THIS

Hold second floor line back from house front



NOT THIS

Avoid two story heights at garage fronts

3. Design homes to minimize building bulk.

- a. Avoid long or tall unbroken wall planes.
- b. Use balconies to provide scale and add variety to the facades on multistory buildings.
- c. In general, keep second story elements as far back from the front of the house as possible. Set the second stories back at least 5 feet from the first floor wall below.
- d. Set side and rear walls back from first floor walls at least 5 feet for a minimum of 25 % of the total wall length and for at least 50% on any single wall.
- e. Add plane changes or other articulation to second story walls where 6 foot high exposed walls are over 20 feet in length. Plane changes should be a minimum of 2 feet in depth and 6 feet in length.
- f. Provide roof overhangs equal to or greater than homes in the immediate neighborhood.
- g. Use more than one building material to break up the bulk of the structure.
- h. Use trellis and lattices with flowering vines to add texture to walls and break up larger wall planes.



Integrating second floors into a gable roof is one way to minimize two story building bulk

4. Use small scale decorative elements to add interest and variety.

- a. Flower boxes are encouraged.
- b. Provide architectural detail on facades visible from the street. Examples include shaped porch columns and railing balustrades, and shaped gable fascia boards.
- c. Consider the use of exposed rafter ends at roof overhangs.

5. Provide continuity of design on all sides of the structure.

- a. Window forms, trim and other elements used on the front facade should be carried around to other faces of the structure.
- b. Materials used on the front facade should be used on the other sides of the home.

6. Minimize the visual prominence of garages and garage doors.

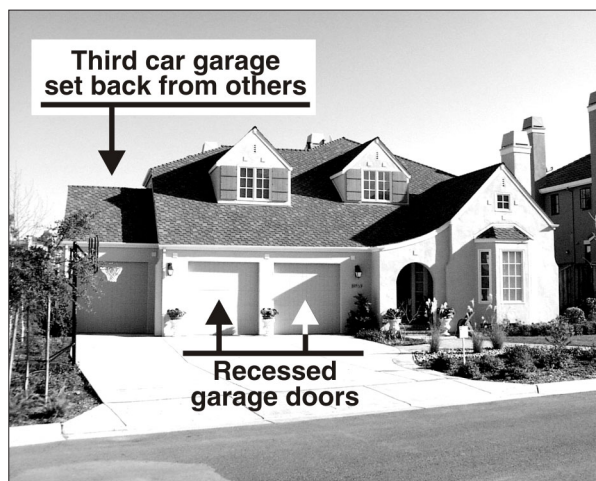
- a. Subordinate the garage portion of residences to entries and other building elements.
- b. Locate garages behind the front facade of homes, whenever possible.
- c. For multiple car garages facing streets, use separate garage doors for each car.
- d. Recess garage doors from the face of the garage by a distance of 12" or more.



Decorative details add visual interest and value



Locate garages behind or at the side of homes whenever possible



Break up the mass of three car garages

RESIDENTIAL GUIDELINES

7. Design to respect the privacy of neighbors.

- a. Locate windows to minimize privacy conflicts with windows in adjacent residences.
- b. Limit windows that would overlook private areas of neighbors yards to those with a sill height of 5 feet or more. Alternatively, obscure glass or glass block may be used to allow light transmission without compromising neighbor privacy.
- c. Avoid second level decks and balconies that overlook the more private areas of neighboring yards (e.g., patios).
- e. Plant appropriately sized trees to maintain privacy wherever needed.

C. SITE DEVELOPMENT

1. Provide open and inviting street frontages.

- a. Provide as much greenery as possible. Avoid large expanses of paving or stones.
- b. Fences along front property lines are strongly discouraged unless they are low, open wood picket fences painted to harmonize with the house colors. White is always acceptable.
- c. Limit side yard fences and hedges within front setbacks to a maximum height of 4 feet.
- d. The use of front lawn landscaping is encouraged. Avoid large areas of concrete or rock.
- e. Plant street trees adjacent to all street edges.
- f. Flowers and flowering trees and shrubs are encouraged in front setback areas.
- g. Use modular paving blocks or other paving materials with color and texture for driveways that are more than one car wide.

2. Match site landscaping to the neighborhood.

- a. Keep landscaping informal to match the character of the neighborhoods.
- b. Plant trees and shrubs in rear and side yards.
- c. Treat front yards in a manner similar to that common to the street frontage.
- d. Avoid circular drives with large amounts of paving in front setback areas and more than one curb cut.

3. Design outdoor spaces and landscaping with sensitivity to neighboring residences.

- a. Avoid trees and other tall landscaping that would block sunlight to neighboring residential windows or significant distant views.
- b. Avoid locating potentially noisy use areas (e.g., outdoor cooking patios) adjacent to neighbors bedrooms.



DO THIS

Provide open and inviting front yards



NOT THIS

Tall and solid fences destroy the character of neighborhoods



DON'T DO THIS

Avoid front yard rock landscaping when adjacent homes have grass and other green landscaping

RESIDENTIAL GUIDELINES



4. Provide attractive fences.

- a. Wood fences with lattice work at their tops are encouraged in side and rear yards.
- b. Use wood posts to break up long fences into shorter visual pieces.



5. Minimize the visual impact of exterior lighting on adjacent properties.

- a. Position lights to avoid light spillover to adjacent lots.
- b. Use shielded fixtures to direct light down and minimize glare.
- c. Use soft focused landscape lighting to avoid overly bright accents in the landscape.

D. RESIDENTIAL ADDITIONS AND REHABILITATION**1. Design additions to be compatible with other homes in the neighborhood.**

- a. Place additions on the rear or side of existing buildings, whenever possible, rather than on the front of homes.
- b. Expand existing homes with one story, rather than two story, additions whenever possible.
- c. Set second floor additions back from the face of the first floor as much as possible.
- d. In predominately one story neighborhoods, consider a second story addition where the second floor roof is kept low, and living space is contained within a portion of the roof slope.
- d. Match existing roof pitches of the existing structures and/or those on adjacent homes.
- e. On homes with existing flat roofs where leakage is a concern, the use of sloped roofs for drainage is acceptable, but the slope should be kept relatively shallow.
- f. Use window proportions, types (e.g., double hung), and materials similar to those on the existing house.

2. Use compatible materials.

- a. Materials for remodelings and additions should be limited in number and match those on the existing structures.
- b. Replace deteriorated materials with original materials.
- c. Avoid heavy materials, such as stone, on second floor additions.



Similar roof pitch and eave detailing assist in unifying this second story addition



A repetition of materials and window details along with the large second floor setback help this addition to fit into the neighborhood

RESIDENTIAL GUIDELINES



Avoid letting the garage dominate the home's street frontage

3. Limit the size and impact of garage doors and driveways.

- a. In neighborhoods with one car garages, avoid wide two car garage doors near the street face of the residence.
- b. Locate garages at the side or rear of the residence, if possible, rather than in the front.
- c. For driveways wider than one car wide, use modular concrete pavers or other special materials (e.g., exposed aggregate concrete) to add color and texture to the paving surface.



Consider side access garages where lot width permits



Relate auxiliary structures to primary buildings

4. Design accessory units and structures to blend with the existing structure.

- a. Use forms, materials, and design character similar to the existing residence.
- b. Use roof pitches to match the existing residence.

E. MULTIFAMILY GUIDELINES

Multifamily residential development should follow the guidelines in Section VIII to the maximum degree possible and be designed to complement the small scale character of the Bay Point neighborhoods. Development should also adhere to the following special guidelines.

MF-1 Relate all building elements to the scale and character of the adjacent neighborhood.

MF-2 Break street facades into sizes that are similar to those of single family houses in the area,

MF-3 Use a combination of one and two story forms rather than all two story structures.

MF-4 Provide windows facing the street on all levels of the street facades.

MF-5 Avoid locating parking areas between structures and primary street frontages.

MF-6 Break large parking lots into smaller lots separated by buildings and landscaping.

MF-7 Design garages and carports using forms and materials similar to the main structures.



Multifamily project designed to fit into single family neighborhood



Multifamily project that uses one and two story forms to fit with nearby single family homes



Avoid multifamily projects that do not have entries facing the street frontage

RESIDENTIAL GUIDELINES

RESIDENTIAL MIXED USE

These special guidelines apply to the properties at the northeast corner of Bailey Road and West Leland Road established in the Pittsburg/Bay Point BART Station Area Specific Plan as a Residential Mixed Use District.

- RMU-1 Commercial Uses should be placed on the ground floor of residential structures along the Bailey Road frontage and, as applicable, facing an expansion of Ambrose Park.
- RMU-2 Provisions should be made to integrate the De Anza Trail into the parcel's site planning.
- RMU-3 Efforts should be made to site some units facing Ambrose Park.
- RMU-4 Pedestrian linkages should be provided to Ambrose Park.
- RMU-5 Building form and scale should be compatible with the Oak Hills Apartments and other nearby residential units.
- RMU-6 Fabric awnings should be considered at commercial storefronts to provide color, visual interest and pedestrian protection.
- RMU-7 Balconies to provide scale and to add variety to the facades are required.
- RMU-8 Entries should be related to streets and clearly delineated pedestrian ways.
- RMU-9 Landscape design should be informal in character and relate to the Ambrose Park landscaping.
- RMU-10 Landscape screening should be provided along the Highway 4 edges.

MF-8 Design attached units to look like separate homes of a scale and character similar to existing homes in the neighborhood.



Multifamily project designed to resemble nearby single family homes

MF-9 Provide balconies and other design features to break up large two story building walls.

MF-10 Use earth berms, low walls, and shrubbery to shield parking areas from street view.

MF-11 Shield trash areas and utility elements from public view.

MF-12 Provide special design treatment for any sound walls or security walls seen from public areas.



VIII. Signage Guidelines

These signage guidelines apply to all development within the Bay Point Redevelopment Project Area. Applicants should also refer to the Contra Costa County Code *Chapter 88-6: Outdoor Advertising* for detailed signage requirements.

A. GENERAL GUIDELINES

1. Signage should be limited to the following types:

- a. Freestanding signs
- b. Wall/fascia signs
- c. Awning signs
- d. Window signs
- e. Projecting signs
- f. Shingle signs
- g. A-board



Freestanding



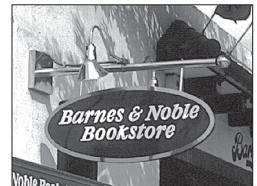
Wall / fascia



Awning



Window



Projecting



Shingle

2. The following sign types will not be allowed:

- a. Portable signs
- b. Reader board signs
except for cinemas, performing arts theatres, community centers, and churches
- c. Roof mounted signs
- d. Cloth, paper or fabric signs hung from the building or placed in windows except as allowed for Temporary Signs under the Contra County County's Sign Ordinance.



A-board

SIGNAGE GUIDELINES

SIGN READABILITY

The readability of signs is dependent upon the type style, letter spacing, the amount of information on the sign, the amount of background provided around the letters, the distance from which the sign will be viewed, the speed of the viewer, and the color contrast between letters and their background.

For best readability:

- **Use a combination of upper and lower case letters.**
- **Avoid crowding letters.**
- **Limit the amount of information on the sign.**
- **Limit the sign information to 60% of the total sign area.**
- **Provide 1" of letter height for each 40 to 50 feet of viewing distance.**
- **Increase letter size by 10% when sign is primarily oriented to vehicular traffic.**
- **Use colors with substantial contrast between letters and background.**

3. Locate major signage for easy viewing from fronting streets

- a. Use freestanding signs or wall signs to address vehicular traffic.
- b. Pedestrian scale window and projecting signs are strongly encouraged along Willow Pass Road and Bailey Road.

4. Limit the amount of sign information oriented to vehicular traffic.

- a. Limit sign information to the name of the business, business logo, and/or the primary product sold or service offered.
- b. Avoid large amounts of sign information using small letter sizes.

5. Relate letter sizes to the viewing distance from which the sign will be seen.

- a. The sign type guidelines that follow contain information on maximum letter heights. For guidance on letter heights and sign readability in general, see the sidebar to the left.

6. Maximum letter height

- a. **Commercial uses maximum letter size:**
18" except for major commercial uses exceeding 10,000 sq. ft. which are set back from the street frontage by 250 feet or more. The maximum letter size for these uses shall be 24"
- b. **Industrial uses maximum letter size:**
24" except along Willow Pass Road where the maximum shall be 18"

7. A comprehensive signage program should be prepared for all development sites.

- a. Sign sizes and shapes should be designed to relate comfortably to the architecture of the buildings.
- b. Use quality materials and finishes for all signs.
 - (1) Appropriate background materials include finished wood, metal, stucco, and concrete.
 - (2) Appropriate letter materials include metal and wood.
 - (3) Finish the edges of all signs and sign components.
 - (4) Relate the sign's material and design to the design style of the buildings.
 - (5) Do not use plastic signs or signs painted directly onto wall surfaces. All signs should be designed with materials and colors related to the architecture of the buildings.
- c. Signs should be designed to be as small as possible, while still allowing readability from reasonable viewing distances.
- d. A limited number of type styles, sizes, and colors should be selected for use throughout a project.
- e. Sign mounting heights should be as low as possible.
- f. The view of commercial and industrial signs from adjacent residential areas should be minimized to the maximum degree possible.

SIGNAGE GUIDELINES



Avoid signs like this with too much text and too many type styles



Do not use proprietary advertising sign like this

8. Keep signage simple.

- a. Avoid extensive wording and advertising messages. Signs are most effective when their messages can be grasped quickly. Too many words or images compete for attention and reduce the readability of signs.
- b. Emphasize either the sign lettering or the graphics, but not both to provide a focal point to convey the business message and avoid visual confusion.
- c. Avoid visually cluttered signs. Irregularly spaced or nonaligned letters, mixed letter fonts in the same word, and too many graphic images make signs harder to read and reduce their effectiveness.
- d. Avoid using signs with brand identifications or product advertisements.
- e. Generally, use no more than two type fonts per sign in order to more clearly and quickly convey the sign's message.
- f. Stress one line of text in multi-line signs.

B. FREESTANDING SIGNS

These signs are also called Monument Signs.

1. Sign content

- a. Limit to project name, individual tenant names, generic uses and the street address. Logos and other graphic design elements may be allowed at the discretion of the Director of Community Development.
- b. Include street address number, or number plus street name on monument signs in auto-oriented locations.

3. Maximum Area and Coverage

- a. 64 square feet
- b. Limit the area of lettering and symbols to a maximum of 60% of the total monument sign area.
- c. Directional signs (e.g., Service Entry) are limited to a maximum of 20 square feet.

4. Maximum Width

- a. 10 feet

5. Maximum Height and Location

- a. 10 feet
- b. Sign height and location should be selected to avoid interfering with drivers' sight lines.
- c. Locate freestanding (monument) signs in well landscaped areas near main auto entries.



SIGNAGE GUIDELINES



6. Maximum Thickness

- a. 18 inches
- b. Extra width at the bottom and top of freestanding signs may be considered for well designed bases and for decorative sign caps.

7. Materials

- a. Wood, concrete or other durable materials are encouraged.

8. Illumination

- a. External illumination is encouraged for monument signs.
- b. Can or cabinet signs are discouraged.
- c. If interior illumination is used, limit signage to individual illuminated channel letters or letters cut out of metal panels, rather than fully illuminated acrylic panels.

9. Special Requirements for Multi-tenant Signs

- a. Major anchor tenants may have their own corporate type styles and colors.
- b. Other tenants signage should be limited to a single type style, size and color.

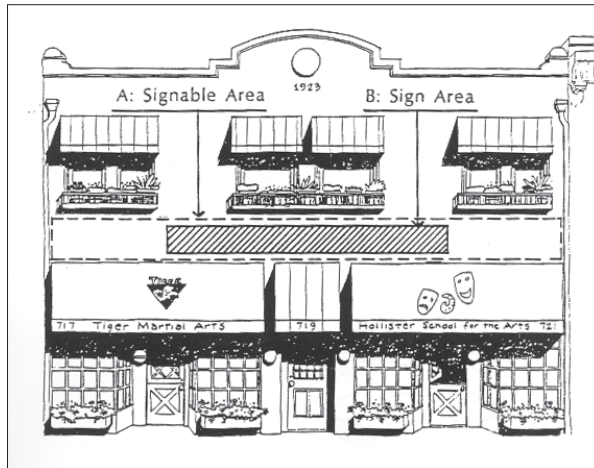
C. WALL AND FASCIA SIGNS

1. Sign Content

- Limit to the name of the business. Graphic logos and other design elements (e.g., text underlining) may be utilized with the approval of the Director of Community Development.
- Street address number may included on the front building facade with the approval of the Director of Community Development. Number sizes should be no larger than 6" in height.

2. Sign Location

- Relate wall and fascia signs to the design of the buildings. Wall signs must fit within a *Signable Area* not to exceed 15% of the building facade (see diagram below for example of *Signable Area*). The *Signable Area* should be relatively flat, and should not contain doors, window or projecting moulding or trim.



3. Maximum Sign Area

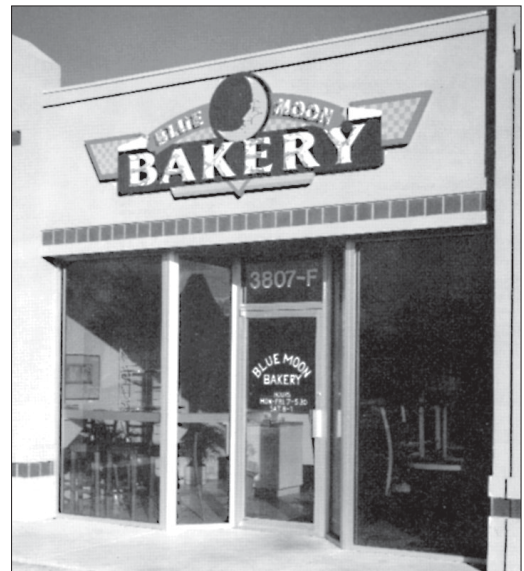
- 60% of the *Signable Area*

4. Maximum sign width

- 75% of the *Signable Area*

5. Maximum sign height

- $\frac{2}{3}$ of the height of the *Signable Area*



SIGNAGE GUIDELINES



6. Maximum letter height

- a. See General Guideline on page 46.

7. Letters

- a. Use individual letters or neon designs mounted on the wall face or on a backing material applied to the building wall.
- b. Letters, logos, backgrounds and other sign elements may not be painted directly onto building walls.

8. Illumination

- a. Sign illumination may be any of the following:
 - (1) Channel letters with interior neon and acrylic faces
 - (2) Reverse channel letters with neon halo back-lighting
 - (3) Exposed neon

9. Other Provisions

- a. Conceal all raceways and other connections.

D. WINDOW SIGNS

1. Sign Content:

- a. Limit to the business name, business tenant logo, products, brand names offered by the business, address, hours of operation, emergency telephone numbers, and credit cards accepted.
- b. Window signs may include special graphic design elements with the approval of the Director of Community Development.
- c. The glass of doors and door transoms may contain only the address number and/or business name.

2. Maximum Sign Area

- a. 25% of any single window area and no more than a total of 15% of the aggregate frontage window area on any facade.
- b. Any signs located within five (5) feet of the window will be considered a part of the window signage.

3. Maximum letter size

- a. 12 inches

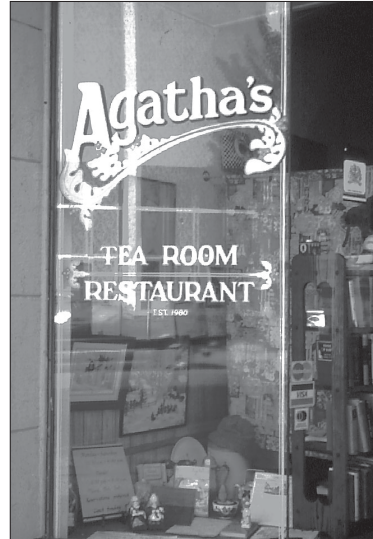
4. Materials

The following materials and methods should be used:

- a. Individual vinyl letters
- b. Professionally painted individual letters and designs
- c. Gold leaf individual letters and designs
- d. Neon tubing mounted on clear backing material

5. Application

- a. Letters and graphics are to be applied directly to glazed surfaces except for neon signs which may be suspended from above with metal rods or wires.
- b. Signs taped to windows, suction cupped to windows, or painted on windows by nonprofessionals are not allowed.



SIGNAGE GUIDELINES



E. AWNING SIGNS

1. Sign Content

- a. Limit awning signs to business name, business logo, services (e.g., French Cuisine), and address.
- b. No products or brand names are allowed as awning signage

2. Maximum Number

- a. One sign per awning.

3. Sign Location

- a. Signs may be placed on sloped face or the valance of the awning, but not both.
- b. Awning valances are the vertical element located at the bottom of the awning's sloped face. If provided, they should not exceed 12" in height.

4. Maximum Letter Height and Coverage

- a. $\frac{2}{3}$ of the height of vertical valance height or 8 inches, whichever is less
- b. $\frac{2}{3}$ of the width of the vertical valance
- c. Business logos or graphics suitable to the business may be placed on the sloped face of awnings, but may not exceed 15% of the sloped surface area.



F. PROJECTING SIGNS

1. Sign Content

- a. Projecting signs are strongly encouraged in locations with substantial pedestrian traffic, for buildings located close to the street, and when more than one business is located along a building frontage.
- b. Icon, three dimensional and other creative signs that express the unique personality of the business are encouraged.
- c. While design creativity is encouraged and flexibility in content is allowed, subject to approval of the Director of Community Development, signs should generally be limited to the business name and interesting pictorial elements related to the business (e.g., scissors or shilohette head with hairdo for a beauty salon).

2. Maximum Number

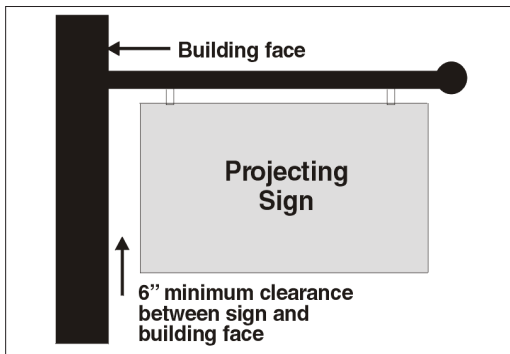
- a. One sign per business along each street frontage with an entrance to the business.

3. Maximum Sign Area

- a. Six (6) square feet
- b. Irregular shaped signs should fit witin an imaginary rectagle not to exceed nine (9) square feet in area.
See example diagram to the right.



SIGNAGE GUIDELINES



4. Maximum Projection

- a. Forty-two (42) inches from the building face with a minimum of six (6) inches maintained between the building face and closest projecting sign edge.

5. Maximum Thickness

- a. Six (6) inches
- b. Special and creative signs that have a three dimensional quality may have a greater thickness subject to approval by the Director of Community Development.

5. Mounting

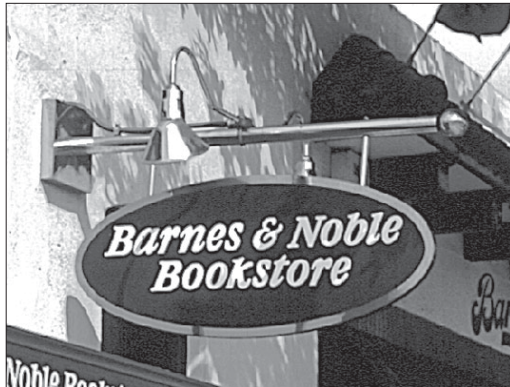
- a. Signs should be mounted with careful attention to the architectural features of the building. For example, supporting plates or brackets should be placed on flat areas of the facade, not on moldings or projections.
- b. Efforts should be made to support the bracket solely by its connection to the building rather than by wire holdback supports.
- c. Projecting signs should be mounted to allow a minimum of 10 feet of clearance below the bottom of the sign.
- d. Brackets should be well designed and related to the design character of the building. Simple round pipe brackets with plugged ends or added decorative end elements are generally always appropriate for projecting signs. However, if the architecture of the building has special decorative features or if the business has special characteristics (e.g., Spanish cuisine), more decorative sign brackets may be appropriate.

6. Materials

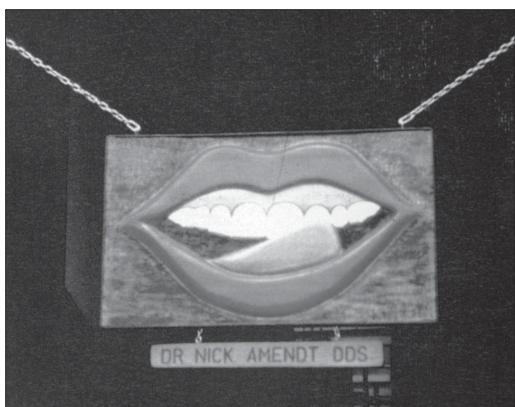
- a. The following materials are acceptable, subject to approval by the Director of Community Development:
 - (1) Wood
 - (2) Metal
 - (3) Fabric with top and bottom bracket supports
- b. The use of plastic for projecting signs is not permitted.
- c. All exposed edges should be finished (e.g., no exposed plywood).

7. Illumination

- a. Signs may be externally illuminated. Interior illuminated box signs are not permitted.
- b. All lights should have glare shields to minimize glare.
- c. The integration of lighting with the sign brackets is encouraged.
- d. Lights should be selected for their unobtrusiveness or decorative appearance.



SIGNAGE GUIDELINES



G. SHINGLE SIGNS

1. Sign Content

- a. Shingle signs are encouraged under awnings in pedestrian-oriented areas, especially in locations with multiple businesses along a frontage.
- b. Icon, three dimensional and other creative signs that express the unique personality of the business are encouraged.
- c. While design creativity is encouraged and flexibility in content is allowed, subject to approval of the Director of Community Development, signs should generally be limited to the business name and interesting pictorial elements related to the business (e.g., scissors or silhouette head with hairdo for a beauty salon).

2. Maximum Number

- a. One sign per business along each street frontage.

3. Maximum Sign Area

- a. Three (3) square feet

4. Mounting

- a. Shingle signs should be suspended with metal rods, chain, cable or hooks.



IX. PUBLIC SECTOR IMPROVEMENT GUIDELINES

C

The guidelines in this section are intended as general guidance for new public or quasi-public buildings, and for infrastructure improvements such as street lighting, street furniture and signage.

A. PUBLIC AND INSTITUTIONAL BUILDINGS

1. Site Planning

- a. Project plans should be sensitive to the surrounding neighborhoods.
- b. Building forms and floor plates should be adjusted to fit into the scale of the surrounding development.
- c. Parking should be located and planned to minimize its visual impact.
- d. Ingress and egress points should be planned to avoid negative impacts on surrounding uses.

2. Building Design

- a. Design with a building scale and character which respects surrounding development and the overall small scale of the Bay Point community.
- b. Avoid currently trendy designs in favor of buildings designed for long term suitability.
- c. Use high quality materials.



PUBLIC SECTOR IMPROVEMENT GUIDELINES



Corners treated with landscaping and pedestrian amenities



Provide landscaping to improve the pedestrian experience

B. STREETS

1. Arterial Streets

The following guidelines apply to Willow Pass Road, Bailey Road and Port Chicago Highway.

- a. Utilize corner bulbs with landscaping wherever possible to shorten pedestrian crossing distances.
- b. Emphasize pedestrian crosswalks with textured paving materials.
- c. Remove extraneous signage.
- d. Develop new street and directional signage using a common family of sign types, styles and mounting techniques.
- e. Install street trees with a size and shape that will minimize the street widths.
- f. Install landscaped medians wherever possible.
 - (1) Utilize marine artifacts and features (wood or metal bollards with rope or chain linkages) as theme and decorative elements.
- g. Install or retrofit street lights to accommodate decorative and informative banners.
- h. Install comfortable wood or metal benches at bus stops and areas of substantial public pedestrian traffic.



Street lights and banners can be used to reinforce community identity

2. Neighborhood Streets

- a. Plant street trees where they are missing to give a soft, landscaped character to all neighborhoods.
- b. Create neighborhood entry signage, where possible.
- c. Use decorative poles and fixtures for neighborhood street lighting.



Examples of bus shelters and pedestrian amenities

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Appendix

PITTSBURG/BAY POINT BART STATION AREA SPECIFIC PLAN

DESIGN GUIDELINES

F. GENERAL DESIGN GUIDELINES

SITE PLANNING

Guideline G-1: Orient building entries to street frontages whenever possible.

This guideline implements Policy UD-1 and is intended to enrich street front facades and provide activity on the streets to encourage pedestrian activity and enhance security.

Not This

Do this

Guideline G-2: Locate parking lots behind buildings and away from street frontages whenever possible.

If placement behind buildings is not possible, locate parking lots to the side of buildings. Locate parking between buildings and frontages sidewalks only when no other solution is possible. This guideline implements Policy UD-2.

Do This

Or This

Guideline G-3: Provide residential setbacks similar to those of adjacent residential structures.

This provision is intended primarily for the Bailey Road corridor to establish a uniform landscaped setback along the street edge.

BUILDINGS

Guideline G-4: Pitched roofs are strongly encouraged.

Since the primary use of the Specific Plan Area will be residential, commercial structures and new residential structures with sloped roofs will reinforce the image of a high quality residential area.

Guideline G-5: Security bars visible from streets and pedestrian ways are strongly discouraged.

Although crime has been a concern in the Specific Plan Area in the past, a continuation of that image would be detrimental to the future prosperity of the community. New residential development, the BART Station, revitalization efforts in the surrounding community, and future development to be added to the area will all combine to improve security within the area and mitigate the need for extraordinary security provisions.

Guideline G-6: New buildings should be designed to reflect and relate to the residential community surrounding the Pittsburg/Bay Point BART Station.

New residential and commercial structures, especially along street frontages, can be designed to relate to the residential communities nearby by use of offset wall planes, height setbacks, and architectural detail. An example of high density housing designed to be compatible with smaller scale adjacent residential neighborhoods is shown below.

Guideline G-7: **Residential and commercial buildings should be designed with facade variety.**
Single plane facades and ones without detail are visually uninteresting and often cheap in appearance. The use of plane changes and/or attached detail elements will provide light and shadow variation and increased interest to a structure. Examples of techniques to add visual interest are shown below.
Use Wall Plane Changes

Don't Do This

Use Projecting Elements

Use Interesting Windows

Guideline G-8: **All buildings should have easily readable address numbers visible from the street.**

Guideline G-9: Porches or extended overhanging roofs are encouraged at residential entries.

Projecting entry elements assist visitors in locating building entries and will serve to relate the new construction to the residential heritage of the Bay Point community.

Guideline G-10: Long blank walls on or visible from streets and pedestrian ways are strongly discouraged.

Usable spaces, building entries, windows, and other features should be used to screen large blank walls (e.g., parking structures or storage areas within buildings). Where blank walls cannot be avoided, they should be softened with trellis structures and landscaping.

Guideline G-11: Minimize the visual prominence of garages and garage doors.

Emphasis should be placed on activity spaces and entries rather than storage for automobiles.

LANDSCAPING

Guideline G-12: Flower boxes are encouraged on all residential and commercial buildings.

Flower boxes introduce a detail element to enrich building facades and add color and interest to the environment.

Guideline G-13: Fences along street frontages are discouraged.

Fences can serve to isolate residents and present an unfriendly image to the neighborhood. If fences are provided, solid walls should be no more than four feet high. Open fencing (e.g., wrought iron) may be six feet high.

Guideline G-14: The maximum height of any fence or wall should be limited to 6 feet. Chain

link and other similar metal fencing will not allowed in front setback areas.

Guideline G-15: **Use of free-standing trellises or trellises applied to facades for flowers or flowering vines are encouraged.**

Flowering vines can soften the appearance of buildings and reinforce the residential neighborhood character of the area.

Guideline G-16: **The use of lawn landscaping is encouraged.**

Lawn areas will reinforce the residential neighborhood character of new development.

Guideline G-17: **Flower plantings in front yards and other locations visible from the street or other pedestrian ways are encouraged.**

Guideline G-18: **Street trees should be provided along all street frontages.**

Guideline G-19: **The use of sound walls along street edges should be minimized.**

Sound walls can visually isolate areas and serve to present an uninteresting and unfriendly face to the street. Other means such as building placement should be explored where sound isolation is needed.

G. BART STATION AREA DESIGN GUIDELINES

BART Station Area Concept Plan

SITE PLANNING

- Guideline BSA-1:** **The Transit Plaza should be developed as a major organizing element.**
The Transit Plaza has the opportunity to establish a high quality environment with a strong urban design character to create a focus for the BART Station Area and allow a point of reference for entries to commercial, residential and educational uses.
- Guideline BSA-2:** **Entry drives to the Transit Plaza from adjacent streets should be emphasized with landscaping, special lighting fixtures, and other urban design elements (e.g., banners).**
- Guideline BSA-3:** **Commercial uses should be grouped around the Transit Plaza, along entry drives and along the West Leland Road frontage.**
Commercial uses in the lower level of the parking structure facing the Transit Plaza should also be considered.
- Guideline BSA-4:** **Residential open spaces should be physically linked to the West Leland Road Linear Open Space.**
Visual linkages and resident access points will assist in enhancing usage and giving the feeling of residential units being sited in a substantial landscaped environment.

Guideline BSA-5: An open space and landscape buffer should be provided between residential units and the future BART parking structure.

Although the residential development at the western edge of the area may be constructed prior to the BART parking structure, site planning should be studied to avoid negative impacts on residents and undue limitations on the design of the parking structure.

Guideline BSA-6: The extension of the West Leland Road Linear Open Space to the Bailey Road intersection should be strongly encouraged.

BUILDINGS

Guideline BSA-7: Residential parking structures along the West Leland Road frontage should be screened with residential units, commercial space and landscaping.

Accomplishment of the densities called for in this plan will require multi-level parking structures for residential development. These structures need to be blended into the open space character of the street and other uses are needed to enliven and increase security along the street edge.

Residential Units as Buffer

LANDSCAPING

Guideline BSA-8: Any retention ponds required in the area should be designed as visual amenities and should serve to accommodate active or passive recreation activities.

H. RESIDENTIAL MIXED USE DESIGN GUIDELINES

Residential Mixed Use Area Concept Plan

SITE PLANNING

Guideline RMU-1: Commercial uses should be placed on the ground floor of residential structures along the Bailey Road frontage and, as applicable, facing an expansion of Ambrose Park.
The predominant character of the development should be residential rather than commercial.

- Guideline RMU-2:** Provisions should be made to integrate the De Anza Trail into the parcel's site planning.
Landscaping and edge treatment should make the trail experience a pleasant one.
- Guideline RMU-3:** Efforts should be made to site some units facing Ambrose Park.
Units facing Ambrose Park will benefit from the landscaping of the park as well as provide some surveillance of the park to increase its perceived security.
- Guideline RMU-4:** Pedestrian linkages should be provided to Ambrose Park.
Improved pedestrian access to encourage neighborhood use is desirable. They should be provided through or along the edges of the residential development unless Ambrose Park is expanded to include frontage on Bailey Road or West Leland Road.

BUILDINGS

- Guideline RMU-5:** Building form and scale should be compatible with the Oak Hills Apartments and other nearby residential units.
Building elements should be divided into segments whose size bear a relationship to residential units in the neighborhood to better integrate old and new development.
- Guideline RMU-6:** Fabric awnings should be considered at commercial storefronts to provide color, visual interest and pedestrian protection.
- Guideline RMU-7:** Balconies to provide scale and to add variety to the facades are required.
- Guideline RMU-8:** Entries should be related to streets and clearly delineated internal pedestrian ways.
Multiple entries to establish the impression of a number of smaller buildings is preferable to fewer entries serving large numbers of units. Orientation of the units to streets and major pedestrian ways can assist in fostering sociability and a sense of community.

LANDSCAPING

- Guideline RMU-9:** Landscape design should be informal in character and relate to the Ambrose Park landscaping.
- Guideline RMU-10:** Landscape screening should be provided along the Highway 4 parcel edges.

I. COMMERCIAL DISTRICT MIXED USE DESIGN GUIDELINES

Commercial District Concept Plan

SITE PLANNING

- Guideline CD-1:** **Commercial buildings should be sited near the front property line.**
Stores need to be closely related to the fronting sidewalks to enhance the desired pedestrian character of the area.
- Guideline CD-2:** **Restaurant/deli tables and colorful product displays (e.g., fruits and vegetables) are encouraged along sidewalk frontages.**
Good quality displays and activities within the maximum fifteen-foot setback will add to the vitality of the commercial area as a neighborhood shopping district. Outdoor activities will require a Conditional Use Permit.

- Guideline CD-3:** **Retail and service commercial uses should be provided along**

ground floor frontages.

Retail continuity and interesting storefronts are important to the creation of a Neighborhood Shopping District.

Guideline CD-4: Parking between buildings and the front property line is strongly discouraged..

Parking should be located behind buildings wherever possible. In some cases, parking at the sides of buildings may be necessary and desirable to open up view windows to the parking areas. In such cases, the parking lots should be set back from the front property line fifteen feet and screened with a low wall and landscaping. Disruptions to retail continuity along the front sidewalk should be minimized as much as possible.

Guideline CD-5: Trash enclosures should be placed to minimize visibility from adjacent streets and impacts on adjacent residential parcels.

Guideline CD-6: Building entries should be visible from street frontages and directly accessible from the Willow Pass Road sidewalk whenever possible.

Commercial uses should not turn their backs to Willow Pass Road in favor of frontage on the recommended rear parking areas. Pass-throughs between buildings should connect parking lots with the Willow Pass Road sidewalk. Second entries related to parking lots are acceptable.

Guideline CD-7: Drive-up windows are discouraged.

Because of the desired strong pedestrian orientation of the Neighborhood Commercial District, drive-up windows are likely to create undesirable vehicular/pedestrian movement conflicts. Should drive-up windows be required for a use which is desired by the community, efforts should be made to minimize vehicular/pedestrian conflicts.

Guideline CD-8: Curb cuts that create vehicle/pedestrian conflicts should be minimized. Where needed, curb cut widths should be minimized.

BUILDINGS

- Guideline CD-9:** **Fabric awnings should be provided over windows on commercial ground floor fronts.**
Awnings can add color and a sense of vitality to commercial areas, and provide the opportunity for effective signage in scale with the pedestrian character of the Neighborhood Commercial Area.
- Guideline CD-10:** **The Interior lighting of storefront windows is strongly encouraged.**
By providing night lighting, window lights can advertise the area as a shopping district while increasing security for the stores and pedestrians.
- Guideline CD-11:** **Towers or other distinctive architectural elements to add visual variety to buildings are encouraged.**
- Guideline CD-12:** **Facade renovation is strongly encouraged for any existing buildings which will remain.**
Repair of facade materials, improved window and door treatment, flower boxes and other architectural detail, and updated signage can all assist in improving the character of the area and reinforcing its community focus potential.
- Guideline CD-13:** **Larger structures should be designed to provide smaller storefront segments on street frontages.**
Long buildings could be out of scale with the small residential homes in the area. Facade segments should be a maximum of twenty-five to fifty feet wide. Bay windows, emphasized entries, wall plane offsets, column spacings, and awning widths are some of the means available to break the scale of larger building down to improve their visual compatibility with nearby residences.

Guideline CD-14: **A minimum of 60 % of ground floor frontages facing streets should be non-reflective transparent glazing.**

Guideline CD-15: **In-turning uses such as drug stores or offices should provide compensating facade design elements and/or pedestrian or transit amenities.**

Some types of desirable neighborhood-serving uses are less likely to have significant display windows oriented to the street. They should, however, present a supportive visual image to the district as a whole and provide amenities in place of large display windows (e.g., benches, bus shelters, trellises with flowering vines).

Guideline CD-16: **Solid walls without windows or significant adornment along street frontages should not exceed 20 feet in length.**

Guideline CD-17: **Entries to upper floor uses should be given special treatment (e.g., separate awning or entry roof, special lights, unique doors, etc.)**

LANDSCAPING

Guideline CD-18: **Landscape buffering should be provided between commercial and adjacent residential uses.**

Guideline CD-19: **Special paving textures and colors are encouraged in setback areas and where vehicular entries cross pedestrian areas.**

Guideline CD-20: **Landscaping and low walls should be provided along parking lots fronting on any street.**

SIGNAGE

Guideline CD-21: **Graphic and iconic signage should be used to add visual**

interest to the area.

Projecting front-lighted signs and graphics on awning fronts can help in creating visual interest and color. In addition, they can reinforce the unique identity of businesses in the district. All signs should be designed with the pedestrian in mind. Large signs and bright internally illuminated signs would be counterproductive to the creation of a small scale neighborhood commercial district.

Guideline CD-22: Colorful window signs are encouraged but limited to 10% of the window area.

Professionally painted signs on the inside face of display windows can add personality to individual stores. However, they need to be well designed and should emphasize graphics rather than letter text.

J. LIGHT INDUSTRIAL/BUSINESS PARK DESIGN GUIDELINES

SITE PLANNING

Guideline IBP-1: **Parking lots should not be placed between buildings and the Willow Pass Road property line.**

Guideline IBP-2: **Uses with windows and activities should be placed along the Willow Pass Road frontage.**
The intent of these guidelines is to allow light industrial and business park uses, but to encourage development that will reinforce the Neighborhood Commercial District on the south side of Willow Pass Road. Active uses, rather than blank walls, along the street frontage will assist in achieving the desired compatibility.

BUILDINGS

Guideline IBP-3: **Building sizes (i.e., footprints and heights) and architectural detailing should be compatible with the scale of the commercial uses in the Neighborhood Commercial District.**
Small scale buildings which are compatible with the surrounding residential neighborhoods is desired for all new development along Willow Pass Road.

Guideline IBP-4: **Buildings should have sloped roofs.**
Gabled and hipped roofs will reinforce the desired neighborhood character of this portion of the Specific Plan Area and blend new development with the adjacent neighborhoods.

Guideline IBP-5: **Building materials should be compatible with the adjacent residential and commercial structures.**
Masonry, wood and stucco are materials which would blend into the overall neighborhood character. Metal siding and other more industrial materials are not desired.

LANDSCAPING

Guideline IBP-6: **Landscape buffers should be provided adjacent to the residential uses to the west.**

Guideline IBP-7: **Landscaping should be provided in the Willow Pass Road setback which is compatible with other landscaping along the street frontage.**

SIGNAGE

Guideline IBP-8: **Project and directional signage along the Willow Pass Road frontage should be compatible with the proposed signage for the Neighborhood Commercial District.**
Low monument signs and/or individual letters applied directly to building facades are preferred over interior illuminated can signs.

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Bay Point

Redevelopment Area Design Guidelines



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